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In this Issue—

Basic philosophies and principles of extension work—

Paul A. Miller

Putnam County, Missouri program revolves around beef production—Melvin K. McLean

Farm and home development strengthens extension program in Hardin County, Iowa—K. Robert Kern

Women want advice on buying clothes—

Emily Wright Dominic

How we developed our county program—Sara Woodruff

Leaders grow as programs grow—Carlton Christian

Program counselors want training for more local leaders—

Howard Dail

Merchants talk with homemakers about clothing—

Ethelwyn Dodson and Frances Reis Quinn

Our interviews gave us Grant County's needs—

Violet Shepherd and Elsie Cunningham

Comparisons of school and nonschool 4-H Clubs—

Ward F. Porter and C. C. Anderson

Program development needs good seedbed preparation—

G. J. Kunau

People ask for help on health problems—

Gertrude Humphreys

Responsible county committees in Oxford County, Maine

Farm and town leaders reclaim their county—Rex Carter

Erie County's program planning—E. Hale Jones

Apple merchandising to boost consumption—

Henry W. Corrow, Jr.

Ear to the Ground

The golden threads of program planning have become brighter and more numerous in the fabric of extension talk during the last year or so, and more exciting, too. Some counties may go in for a clean sweep but most will proceed at a slower, steady pace to build their program in line with today's needs and objectives.

Probably no one, except county extension workers, knows the amount of hard thinking that must precede a program-planning meeting. No two counties will want or have the same program. Each must be tailored to fit the needs and desires of its citizens, so there's no place for a "canned" plan. It's up to the extension workers to provide the facts, the inspiration, and the leadership necessary to build a sound, constructive program.

This issue of the Review has been written to give you some helpful ideas on program development. A committee representing all divisions of the Federal Extension Service, and headed by Otto Croy, Assistant Administrator, has advised the editors in preparing this special number. Different counties were selected as examples of the diversified elements found in programming, and each is tagged in the construction block at the page corners.

Obviously, much has had to be omitted for lack of space. How to define problem areas, recognize potential resources, and explain national trends are primary subjects that should be treated at length. The rapid changes taking place in our ways of living are affecting every part of the country.

For a broad outlook, county leaders depend upon their Extension agents. Armed with factual information about the county and reports of recent research which have a bearing on his or her county, an Extension agent will furnish the leadership expected of him. Above all, families need the Extension worker in the search for the potentialities of their county and the methods of developing their longtime goals.

We hope this Review will be useful to you in carrying out this responsibility.

CWB

Basic Philosophies and Principles of Extension Work

PAUL A. MILLER

State Extension Director, Michigan



Paul A. Miller

MONG all the systems of informal and creative education in American life, few have evolved a working philosophy as well developed as the Cooperative Extension Service of America's land-grant colleges and universities.

Unique to this system are the following characteristics: The cooperative principle involving Federal, State, and local governments; the contention that if Extension education is to be education at all, it must not do things *for* people, but help them to do things for themselves; the principle of having an educational effort planned, executed, and owned by local people—all these have formed a bulwark of philosophy which has been tempered through almost half a century of progress.

The first grand chapter of the county agricultural agent in America was that of an itinerant agricultural philosopher. He had little in the way of roads, specialist help, communications media, or organizations. Instead, this itinerant agricultural philosopher possessed the simple implements of a "Model-T," or a horse, a box of miscellaneous tools, a bag of candy in his pocket for the children, and the cherished goodwill of his people.

In the second chapter Extension began to evolve into its present complexity. Agents organized cooperatives, soil conservation districts, 4-H Clubs, dairy herd-improvement associations, artificial breeding associations, home demonstration clubs, and all kinds of other groups. In fact, it was during the thirties that the county agricultural agent and his home demonstration agent counterpart spent a decade in putting many

of the interests in American rural life into business.

Now, at the turn of the half-century the county Extension worker moves into his third chapter—that of administering total educational efforts to bring about impacts of far-reaching consequence. This change in the role of the county extension agent is but one indication of the new problems and opportunities confronting the Cooperative Extension Service.

Although the basic philosophy of the Cooperative Extension Service stands as firm as it ever has, the modern demands of informal, creative education force the extension of this philosophy into avenues of practical reality.

Two predominant trends influence Cooperative Extension philosophy in the modern day. Both present themselves as partial dilemmas and demand a resurgence of vitality and imagination.

The first trend is being produced by the increasing numbers of personnel staffing Extension education at all levels. As this growth in numbers increases, an alertness must prevail to remove the mechanical frictions of large-scale organizations, and to remain flexible and adaptable to the interests of a mobile population.

A major consequence of this direction in Cooperative Extension work is that more decisions dealing with programs, with personnel, and with operation must be made at the operating—which is to say, the local level. County Extension agents must become less the implementers of programs devised at the land-grant college and more ably assume roles of agriculture and community statesmen.

The second predominant trend has

to do with the incredible diversification of problems submitted by the people and by the representatives of other agricultural agencies and organizations. Together with an increasing staff, this complexity may either provide opportunity for greater achievement on the one hand, or an aimless and unleashed disintegration of purpose and design in the total effort of the Cooperative Extension Service.

To choose the alternative of opportunity amidst the complex problems of American rural life, philosophic principles of Extension education must evolve into a platform of orderly and purposeful program projection and development. This platform would seem to include at least four basic tenets as they grow from the aims and philosophies of the Cooperative Extension Service.

The first deals with the improvement of managerial efficiency on the part of farm families through educational experiences so that their skill in making decisions may be measurably increased.

The second basic tenet is that as the fruits of research efforts multiply into a vast reservoir of tested facts and procedures it is the increasing responsibility of an extension agent to transmit those findings to farm families.

The third tenet is that the appropriate way to develop effective managerial skills and bring them together with research and technology is by the process of education.

The first tenet qualifies the third: Extension deals not just with education but with a quality of education. It is this quality of education which through more than 40 years has made

(Continued on page 218)

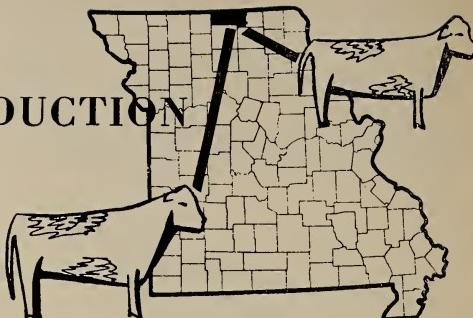
Where farm families have a common goal.

Putnam County MISSOURI Program

Revolves Around BEEF PRODUCTION

MELVIN K. McLEAN

Putnam County Extension Agent, Missouri



OF THE TOTAL agricultural income in Putnam County, Mo., 75 percent came from livestock and livestock products other than dairy and poultry, according to the 1950 census figures. Naturally much of the Extension agricultural program centers around ways and means of improving the production and marketing of calves.

However important livestock may be to the residents of Putnam County, of course it is only a part of the total Extension program. This was recognized most recently when community leaders developed an overall rural program, both short and long range, that may be used as a planning guide by the county organizations.

One of the main supporters of the agriculture program is the Union-

ville Feeder Calf Sale Board which plans and conducts the annual cooperative feeder calf sale and yearling steer sale. This is done in cooperation with the Missouri Agricultural Extension Service, whose livestock specialists sort the farmers' consignments. In 1954, 6,223 head of calves and yearling steers were sold in 5 days.

To improve breeding, the local farmers hold an annual sale of purebred bulls produced by breeders of the area. Bulls are graded by Extension livestock specialists, thus enabling the purchaser to learn by comparison as he selects his cattle.

The County Farm Bureau livestock committee, in cooperation with the Extension Service, established a 500-Pound Calf Club or contest for beef

cattle producers. This contest was started to teach producers how and why they should keep accurate cow herd records. It also affords an opportunity for them to learn how to improve their herds.

Equally important to the farmers in this livestock county is the production of grass, hay, and forage crops. A committee of farmers, elected at the annual soils and crops conference each February, has an important role in suggesting what phases of the soils and crops program need emphasis by the Extension staff each year. At the annual countywide conference planned by the committee, the recommendations of the Missouri College of Agriculture are explained. Community meetings and crop and livestock tours are arranged by the county agents.

Also well organized for educational purposes are the women in Putnam County. A county council composed of the presidents of each home economics Extension club is responsible for initiating the work plans. Using the county rural program as a basis for deciding on the greatest needs, and taking into consideration the projects studied in past years, the executive committee of the council recommends tentative plans. These are discussed at each club and finally decided upon at the October county council meeting.

The county 4-H Club program is planned by a county council with the overall county goals and objectives in mind. Members of the council are the community and assistant community club leaders and older club members. Committees plan and carry

(Continued on page 228)



Putnam County extension staff members review goals for the coming year. (Left to right) Forest C. Brown, assistant agent; Frances Meyer, home agent; Melvin K. McLean, county agent; and Dixie Trent, secretary.

Farm and Home Development Strengthens Extension Program In Hardin County, IOWA

K. ROBERT KERN
Assistant Extension Editor, Iowa



FARM and home development has been an aggressive part of the Hardin County, Iowa, educational work in agriculture and home economics for 3 years. It is one of three priority areas written into the program that will guide the four-person staff through the current year. But it is not a program that operates on its own. Farm and home development leads in some areas of the county program and draws supplemental support from others.

Hardin County's central program planning committee believed that farm and home development could give young farm families the kind of help they need that would be potentially a strong force to enlarge the scope of the entire Extension program. Already these planners are seeing their vision take shape.

The central program planning committee includes nine men and women with a rotation system of 3-year-membership terms. Each year there are 3 first-timers, 3 with 1 year of service, and 3 2-year veterans at the start of the process. They bring more than 60 local folks into program planning.

The first meeting for the current program came in November of last year. County Extensioners Dick Pulse, extension director; Jane Davis, home economist; Herb Allen, assistant director; and Wilbur Molison, youth assistant, reported on their activities. Main attention was given to the farm and home development report.



(Left to right) Home Economist Jane Davis,
County Agent Dick Pulse, Assistant Agent Herb
Allen, and Youth Assistant Wilbur Molison.

At the committee's next meeting in early February, extension philosophy was discussed. Extension work is an educational program which local people plan, first searching out the problems to determine which can be dealt with through extension education. The best program in the world cannot bring results unless carried out effectively.

The Hardin County approach to program planning is a four-stage process, as follows:

- (1) Identifying the problems and situations.
- (2) Setting longtime goals—what people want, not what Extension workers think should be attained.
- (3) Setting definite, attainable short-time goals.
- (4) Planning specific activities, making best use of extension staff, providing for local leader participation and leading to actual changes in practices and ideas.

With this background, the committee set priorities. These local persons—each selected for his ability to observe problems and understand the situations of his neighbors—believe three areas rate top priority in Hardin County for 1955-56. Those are farm and home management, soil productivity, and 4-H Club work.

The committee set up 9 subcommit-

tees to study needs and suggest programs in major areas. Membership in these 9 groups totaled some 60 persons. With extension staff help, the central committee developed a charge and an outline for each subcommittee. This set the boundaries for discussion and helped the subcommittee choose a course that would bring fruitful results.

The subcommittees and the central committee met together in late February to talk over the priority areas and the planning process. Then each one elected a chairman and tackled its assigned job. Central committee members and extensioners sat in to help spur thinking. Some committees finished their work that evening. Others met again. The extension staff collected the completed subcommittee reports in March and reviewed them, added suggestions here and there before putting the reports in the hands of the central committee. This group was responsible for co-ordinating the projects into a polished whole. The 28-page document that is the Hardin County Extension Program for 1955-56 shows repeatedly the blending of projects into the goals of the overall program. A weed-control program, for example, relates closely to the priority area of increasing soil productivity.

Feeding and care of livestock is one
(Continued on page 228)

Women Want Advice on BUYING CLOTHES

MRS. EMILY WRIGHT DOMINIC
Assistant State Leader of Home
Demonstration Agents, New York



Shirley Johnstone, home demonstration agent of Essex County, N. J., sets a good example by reading the labels on a ready-made garment to check for fiber content and cleaning directions.

COUNTY home demonstration programs originate in many ways. The most successful programs are those which are based on the actual needs of the individuals involved. The problem of determining needs is perhaps the greatest stumbling block to successful program development.

To find out what sort of clothing program the women actually wanted, a study was made in 1950 in Fulton County, N. Y. before the clothing program was planned. A comprehensive questionnaire was mailed to a 20 percent random sample of all home demonstration members in the county. Questions included: Which clothes the women usually made, which they bought for themselves and their families, and what kind of help they wanted with their clothing program.

Eighty-five percent of the questionnaires were returned. Results showed that 35 percent of the women frequently made the clothing for themselves and their families. These women were classed as "makers." Another 35 percent bought all their clothing and stated that they had little or no sewing ability. They were termed "buyers." Homemakers who usually bought their own and family's clothing but who did a small amount of sewing accounted for the remaining 30 percent. This last group was classified as "buyer-makers."

Eighty-five percent of the women questioned said they would like to know how to sew better. But the

majority of "buyers" and "buyer-makers" said they worked outside their homes and had little time to sew.

It was clear that traditional clothing construction projects probably would not meet the needs of about two-thirds of the homemakers enrolled in home demonstration work in Fulton County. Consequently the county clothing program was planned to give greater consideration to problems of special concern to "buyers" and to problems faced by both "buyers" and "makers."

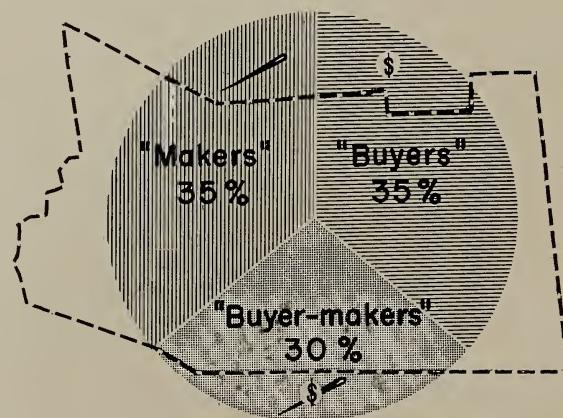
The first project to be developed in accordance with Fulton County's needs was entitled "Fit and Finish Give the Well-Dressed Look." The lessons were aimed at giving women a background knowledge for selection of good design in a dress whether homemade or ready-made, helping them understand when a dress is

well fitted by learning some basic fitting principles, and giving them a chance to practice fitting garments and to learn some finishing details of importance in dress construction. At the same time, unit members had an opportunity to make a study of rayon fabrics which was useful to both "buyers" and "makers."

Some of the subjects developed in the Fulton County extension program since 1951 as a result of this survey were: A study of cotton fabrics, including construction, use, care, and wearability; garment finishes; pattern alteration; and mending the family wardrobe.

The clothing survey was of great value in making the Fulton County program more effective. Because of the makeup of the county membership, however, direct application of the results to other counties in New York State has been limited. The study has been useful to other counties in pointing out a successful method of discovering the needs of "buyers" as well as "makers."

A study in Fulton County, N. Y. showed that one-third of the home demonstration members wanted help in buying and caring for clothes.



How We Developed Our County Program



Officers of county home economics council work on program plans. (Left to right) Mrs. Lawrence Broomell, Sara Woodruff, Mrs. Carroll Pettit, and Mrs. Margaret Merrick.

WHEN I went in to Salem County, N. J. as the first home demonstration agent, I knew there were some difficult situations to face. Not only was I responsible for developing a new program for women but also the management of 40 4-H Clubs for girls.

Without further reference to these complicated problems I'll tell you how we developed our home demonstration program in Salem County, which is considered a rural county.

Almost 50,000 persons live in Salem County; 48.7 percent are urban, 37.8 percent are rural nonfarm, and 13.5 percent are rural farm people. Highly industrialized already, New Jersey is expanding in that direction, so Salem County expects to become even more urbanized in the future.

Realizing that I could not hope to have much impact on the county unless I developed a strong core of local leaders, I concentrated as much of my time and effort as possible on the newly organized Home Economics Advisory Council. The council is

made up of 27 members representing all of the 15 townships and outstanding organizations in the county. These organizations include P.T.A.'s, Granges, Soroptimist Clubs, women's clubs, and 4-H leaders association. The members are elected for a 3-year term and may not exceed 2 terms. Because our council is new the same members have remained, although the terms are staggered so that they will not expire all at one time.

I call our women's work our college for homemakers and tell the local leaders that they are a part of the Extension staff. Every one who participates in any way is asked to help plan the program. Perhaps I should go back in telling my story to the way we home agents in New Jersey develop our programs.

Each year the New Jersey specialists prepare an Outlook and Trends pamphlet for our use in giving background information which affects our planning. At the council meeting previous to the program planning meeting, these pamphlets are reviewed and the members take them home

SARA WOODRUFF

Assistant State Home Economics Leader, New Jersey Extension Service—Recipient of Florence Hall Award in 1954. Until September 1, Miss Woodruff was home demonstration agent in Salem County, N. J.

to study. Each council member is requested to make a survey, asking any woman in her community or organization what task she finds most difficult or disliked around the home, and what would she like to learn.

While this is in progress, the home agents spend two days at the college, working on program plans with the State leader and the specialists. We are divided into work committees, with the specialists as project leaders. We evaluate the present program, review available resources and report on the needs and interests of our county people. Then we discuss plans for next year's program and give suggestions for bulletins, illustrative materials and other aids.

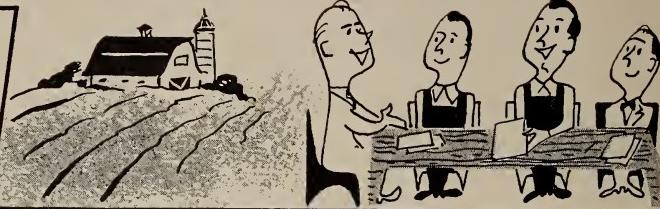
Soon after, my council members and I have an all-day program planning meeting with our State Leader. The

(Continued on page 231)



Mrs. Dewey Elwell, council member, shows Mrs. Ralph Layton where home economics extension classes have been held.

Leaders Grow



as Programs Grow

CARLTON CHRISTIAN
Agricultural Editor, Ohio

C LINTON COUNTY, Ohio, may not be a typical county, but the principles of program development as they have been applied in Clinton County are basically applicable in any county.

Economically and socially Clinton County is fortunate. The soil is good. Few industries are close to attract young men from farming. The folks belong to two churches principally, and these denominations get along well together. There is a small denominational college in the county where many of the boys and girls go to school.

The extension program is and has been a strong influence in improving the county. Walter Bluck started a lot of things in Clinton County when he went there as farm agent in 1930. His judgment on what is good farm management is excellent. Walter drove straight through to goals in farm betterment and community improvement.

Ralph Grimshaw succeeded Bluck as county agent. He says, "We don't develop leaders by servicing individual farmers."

Bob McCormick came to Clinton County when the leadership in the action committees and farm organizations had developed plenty of "muscle." He says, "Walter Bluck set the stakes on farm practices and community improvement. Ralph Grimshaw got the people to take the responsibility for making decisions. I helped the leaders get the job done."

Al Baxter is the county farm agent today, Clara A. Smith is the home

agent, and Russell McDonald, associate farm agent. All are responsible for Extension's continued influence. A Clinton County farmer who has served on the action committees and the Rural Policy Group from the beginning makes this comment: "It's a joint job, to keep the county extension program geared to today's needs, ready to deal with emergencies and new developments in farming and family living."

Big things often grow out of little projects as Bluck pointed out. The "lamb and fleece" program is an example. Sheep put relatively little cash into farmers' pockets in Clinton County, yet the attempt made by Bluck and a committee to make sheep pay better was the beginning of a cooperative livestock marketing program at the county seat. Livestock marketing is only one enterprise now in the county cooperative marketing and supply-buying business with total sales of more than 3½ millions yearly, largest in Ohio.

Much more important than the economic advantages which have accrued was the leadership that developed and the organizations which grew. As Ralph Grimshaw said, "Extension has two jobs to do. First to get good farm practices generally accepted, and second, to develop leadership in the community."

Leadership of varying degrees of quality will be found in any community. Clinton County is blessed with many good leaders. They are key persons in the farm organizations, the churches, and the civic groups.

One of the most active organizations is the Clinton County Rural

Policy Group, a fact-finding and community education body comprising delegate representation of more than 20 rural organizations. Meeting early in the autumn to plan their schedule of activities, these leaders bring to the attention of the group such problems as the need for better hospital facilities, lack of fire protection in the rural districts, and the threat of undesirable development of a new lake area in the absence of zoning restrictions.

The Rural Policy Group appoints a fact-finding committee. At that moment, leadership development begins. Extension agents help the fact-finding committees locate resource persons, or suggest where data may be found, or bring in an Extension specialist to draft a survey schedule to be used by interviewers.

As the fact-finding committee digs into the job, the chairman and members gain confidence and skill as interviewers, conviction that theirs is a worthwhile job, and information that makes them more valuable to their community.

The fact-finding committees' report comes back to the Rural Policy Group for appraisal. If it decides action is needed, then every member reports to his organization. Granges, Farm Bureau councils, service clubs, the county board of education, the ministerial association, and others get the facts from their representatives on Rural Policy Group.

The reaction of these organizations may give the green light to an action program. At that point, the Rural Policy Group steps aside, but sees
(Continued on page 230)

Program Counselors Want Training for MORE LOCAL LEADERS



TO MEET its constantly changing problems, the Alameda County, Calif. extension staff of eight members has turned more and more to careful program planning and development to help guide its activities and emphasis. The county, less than 30 miles from San Francisco and Oakland, is facing many problems associated with suburban expansion into farm areas. Population has almost doubled in 25 years, and the number of farms has decreased from 2,627 to 1,903, yet gross income from farm products has doubled.

Not all the farm and home advisers follow the same pattern, but

all are seeking to keep their programs tied to the needs of the people concerned with their work by means of some form of planning.

For the county as a whole, a program development committee of 33 men and women representing the major agricultural and home economics fields came together in February. The staff discussed what the Extension Service was doing, and distributed a list of the projects in progress, major accomplishments, and some of the means being used.

The group split into groups of six, with one of the extension staff serving as resource adviser for each group. They discussed the most important problems facing the rural county areas and decided that the three principal ones could be classified as zoning and taxation, advisability of bringing in additional water to increase production on presently non-irrigated lands, and crops to fit the possible additional irrigation water. One or two additional meetings of this group were set for later in the year.

The three home advisers have planned their entire year's work on the basis of a meeting of program counselors representing the 30 home extension groups in the county. The counselors had check sheets passed out to homemakers asking for their ideas of what needed to be included in the year's home economics program. The suggested program also went back to the groups for them to consider and to make changes.



With the help of his local leader, Franklin Van Konyneburg gave a demonstration on "How to Plant a Peach Tree" before the Kiwanis Club of Modesta during National 4-H Club Week.

HOWARD DAIL

Information Specialist, California

A detailed program for the period of September 1955 to May 1956 came from the planning work. However, at each meeting, beginning with one in September, an evaluation sheet will be made out by those attending. This will help guide future planning.

One result of the home economics planning has been a definite change in programs to provide special interest meetings and workshop meetings, in addition to group gatherings. Another has been that the home advisers are resorting, more and more, to training of local project leaders who, in turn, give the demonstrations and the information at meetings. Thus, the home advisers spend much of their time training and providing teaching material for the leaders. This offers an opportunity to reach a greater number of homemakers with a program based on needs and interest.

The 4-H Club program is guided largely by monthly council meetings to which each club sends its leaders. These leaders plan for events, select projects to be undertaken, and choose activities in which the county will take part. At each council the leaders work in specific committees where local, State, and national programs are adjusted to fit Alameda County.

In fields, such as poultry, livestock, floriculture, fruit growing, and others, the farm advisers confer with their leaders at scheduled meetings to determine the plan of work they will follow. Each extension staff member takes the opportunity of presenting the total extension program in the county to the specialized groups and, at the same time, works with the specialized group in devising plans to assist in answering the "overall problems of the county." In this way, all groups will contribute to the solutions.

BASIC PHILOSOPHIES

(Continued from page 211)

the Extension Service workable, and which should not be lost in the turbulent period of the moment. This quality of education means the strengthening of the cooperative principle, the involvement of the citizenry at large, and the spirit of partnership which has been so characteristic throughout agricultural development.

This fourth idea is built upon the close personal relationship of Extension workers with the people whom they serve. It is built upon the belief that the Extension worker has the time to become one of those whom he serves, and that he has the time and the talent to serve at the point where people live.

It is upon a platform of such ideas that the Cooperative Extension Service and the people may erect a total program of effort which is truly educational.

The terms "program" and "program planning" are much used in Extension conversation and much less used in practice. The term "program" actually describes a state of affairs within Extension activities. The word denotes that there exists direction, balance, design, and vitality. In simplest fashion, we have a program when we have long-range and short-range goals and objectives and a sufficient organization of our available resources to reach them.

How to organize the resources available to convert our present-day complexities into a purposeful effort is one of the most challenging problems confronting the entire Cooperative Extension Service.

An Extension program may be divided four ways, as follows:

1. Must provide for enough time and talent for establishing contact with the people. The people must learn what services are available and be placed in a position to recommend how these services may best contribute to their needs.

2. Provide for the time and the means to do something about those who indicate a positive interest. To call forth this interest places upon Extension workers the ultimate responsibility of providing a process by which representatives of the people at large may render their judgment.

It is important to remember that at this point the process does not begin with subject matter and extend itself to the needs of the people. Indeed, the needs come first and, in turn, extend to subject matter next.

3. Provide for time to be spent with people to encourage adoption of ideas and practices. Positive interest will not be secured if Extension workers cannot be close enough to the people whom they serve to bring them results of modern research and technology in such a way as to improve their decision-making skill.

4. Finally, the fourth requisite of a balanced Extension program is to provide for sufficient follow-up in order to assist in the application of ideas and practices, once adopted.

From this extension of the basic philosophy of the Cooperative Extension Service, two courses of action appear to be the guidelines in the modern development of informal, creative education.

The first is a strengthening of the tested method of serving people where they are. This means for the Cooperative Extension Service a strengthening of the on-the-farm Extension work. With increased numbers of personnel, with many new workers on our rosters, together with the increased diversification of rural life, our great challenge in this day is, once again, to reorient our activities to the homes, to the barns, and to the fields of American farm families.

The second challenge is to join with the people in erecting an organization of effort which will be at once the property of both the people and the professional Extension staff. In no sector of the American economy have organizations representing the people, industry, the press, radio, and other interests joined together in a more firm handclasp of partnership than in agriculture. Therefore, the ultimate burden of the Cooperative Extension Service at the midecentury point is basically twofold: (1) To provide leadership at all levels in developing for agriculture and related fields a program of total educational effort; and (2) to capitalize on the rich heritage of the Cooperative Extension Service in providing a concise and accurate image of what constitutes its future work and plans.



Frank Jeter Dies

Dr. Frank H. Jeter, North Carolina's agricultural college editor, passed away on September 16 after devoting 39 years to helping North Carolina farm people get needed information. He gave freely of his mind, his talents, and energy in popularizing technical information for the television, radio, the press, magazines, and for every other available avenue of communication with people. His speaking ability was equally effective, and after hours frequently found him at county extension meetings or other occasions inspiring people with the extension message of better farm and home practices.

His work brought him much recognition, including an honorary degree of doctor of science from his home institution, Clemson College; certificate for meritorious service to agriculture from the North Carolina Farm Bureau Federation; the USDA Superior Service Award; a citation for distinguished journalism from American Association of Agricultural College Editors; and others. But simple, sincere expressions of appreciation from farm families who had listened to him on the radio, read his articles in the press and magazines, or heard him speak provided the recognition that gave him his greatest satisfactions.

Consumers, retailers, manufacturers, cleaners, and educators talk FACE to FACE about clothing



ETHELWYN DODSON and
MRS. FRANCES REIS QUINN
Clothing Specialists, California

CLOTHING specialists in California were getting questions from all sides. They did the only reasonable thing. They brought the questioners and those who had some of the answers together.

Leading homemakers, clothing retailers, a manufacturer, dry cleaners, college research and resident teachers, and clothing and home management specialists met with the home advisers of 3 counties—Napa, Contra Costa, and Alameda, all near Berkeley.

Each person had been interviewed when invited a month in advance to make sure each was interested in participating, knew why he or she was asked, and would be prepared to take part. Each of the 3 homemakers had talked with family, friends, and neighbors whose suggestions they reported. Two of the 3 homemakers were active in Extension.

Three principal subjects were discussed. (1) What type of information does the homemaker want on use and care of fabrics? (2) How can we get this information to the public? (3) Whose responsibility is it?

The all-day session resulted in some practical advice, frankly given, to each representative. To the consumer, the group recommended that she recognize what is proper home care of clothes and improve her practices. The retailer was advised to better inform sales people so they can give the right information at point of sale. The group asked the manufacturer to avoid unsuitable garment fabrics, and to use permanent labels for sizes on children's underwear and socks. Dry cleaners

were requested to give garments more adequate and careful pressing, also to use the best cleaning methods for new fabrics.

The Extension Service was advised to teach up-to-date facts about fabrics and their care; to create better understanding between consumers and the clothing business; and to help homemakers analyze their particular clothing needs to get the greatest possible return on the clothing dollar. In spelling out the latter, the group felt that the Extension Service could help both the clothing business and the consumers if the latter were taught wise selection of clothing for the family, and taught to recognize and understand price differences for similar garments.

The homemakers said that they are more vitally concerned with qualities of wear and care than is often assumed, but they do not want to be snowed under with information. They also want to know how to judge if a garment will hold its appearance well. They want information at the point of sale and they asked that the terminology used on the labels be understandable to the average buyer.

Most women rely to a great extent upon the recommendation of friends who are satisfied users of a product. To replace garments with the wear and care qualities they need, women want descriptive facts.

As a result of this meeting, one of the retailers wrote the California Retailers Association telling them about the research that the California Dry-cleaners Association is proposing. He said, "This research is to solve the

problems of cleaning merchandise that retailers sell. We believe your two associations can cooperate to the mutual advantage of your respective members and the consuming public they serve."

A retailer passed on to a manufacturer the consumer's request for "starched (fused) cuffs as well as collars on men's shirts." He also suggested that a summary of the meeting be sent to the Boys Apparel Buyers Association. Two retailers held store meetings to report the consumers' suggestions to other department buyers and salespeople in their respective stores.

The retailer, representing a chain of stores, reported the meeting to the company's New York office. In the reply, he learned that a similar meeting on a national scale will soon be held.

The local dry cleaner was asked to furnish enough booklets from the National Dry Cleaners Association to be distributed by a retailer at a store meeting.

From this small group meeting, the Extension staff not only received invaluable advice, but sparkplugged some cooperation in the area which will benefit all homemakers, and which may set off a chain reaction in more cooperative educational meetings. This same kind of advisory group could be brought together for mutual benefit anywhere, varying with subject matter and personnel available in the locality. To get full value from the meeting, the home, the market, and educational resources should be adequately represented.

Our Interviews With Homemakers gave us *Grant County's Needs*



VIOLET SHEPHERD, Grant County Extension Agent, and
ELSIE CUNNINGHAM, State Home Agent, New Mexico

In Grant County, N. Mex., a study of the homemakers was made last March to learn more about their home interests and needs, and to find out if and where they get extension information.



Mrs. Frances M. Funk interviews Mrs. George Chip, whose husband works at the smelter. She is one of the 82% who have heard of Extension Services, and want to know more about them.



Mrs. Taylor McDonald, who lives on a ranch a long way from town, depends upon her radio and newspapers for news . . . 84% read a newspaper regularly . . . 91% have radios.



Mrs. Augustine Torres saves energy by sitting when ironing. Only 17% of the women sit to iron. She speaks Spanish, sews well, and is a valuable local leader.



Mrs. Forrest Delk is not dependent upon the stores for fresh milk as 47% are. A third of the women don't drink milk. She's among the 40% who raise and preserve their vegetables.



Mimbres Extension Clubwomen point out the cattle brands on their club-house curtains . . . 26% of interviewees were members, or had been members of an extension club.

■ Some deductions and recommendations to be considered by the County Advisory Council in planning future programs:

- Help more young homemakers.
- Encourage wider participation in extension activities.
- Work more with special interest groups.
- Emphasize money and time management and consumer information in foods, housing, and clothing.

- Identify Extension more clearly, so women know who the home agent is and where to find her.
- Get more subject-matter information to women through mass media—radio talks, newspaper columns, TV programs, community meetings.

- Train more local leaders.
- Provide more workshops taught by local leaders.
- Be generous in providing open meetings with teaching films and demonstrations.
- Urge neighborly sharing of Extension information.

Extension workers met each night during the 6 days of interviewing 212 women. They represent 5,775 ranch, farm, town, and rural non-farm homemakers.



Forrest Delk with his children . . . one of the many ranch families in Grant County. Raising livestock, mining, and smelting are major sources of income in this part of New Mexico.



Mrs. McDonald folds flat pieces to save ironing time . . . 56% dislike to iron. She likes to teach sewing in extension clubs . . . 79% of the women sew.



Mrs. Alvin Light wishes her cupboards were lower . . . 55% have storage space problems. Mrs. Light is one in 37% who dislike to do dishes. She saves time by using a drying rack.

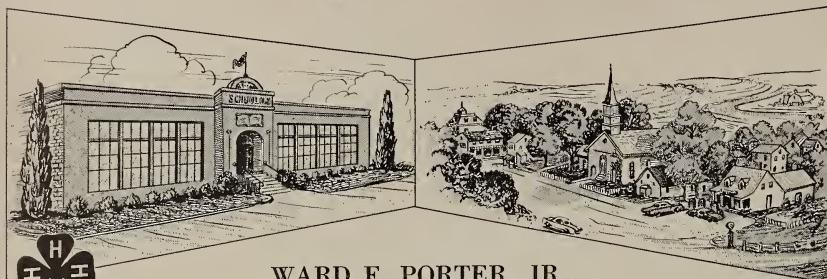
Mrs. Andie Alires prepares tacos for lunch. She was interested in knowing how to get more food value for her dollar. Many men work in industry and farm part time to increase the family income.



Patty Perrault belongs to the San Juan 4-H Club which meets at school . . . 18% of the women interviewed had been 4-H Club members . . . 17% have children in 4-H Clubs this year.



Comparisons of School and Nonschool 4H Clubs



WARD F. PORTER, JR.,
Federal Extension Service, and
C. C. ANDERSON,

Administrative Assistant, West Virginia Extension Service

A FEW years ago, the West Virginia Agricultural Experiment Station and Extension Service completed the first phase of a study of 4-H Club organization. This exploratory project was concerned more or less with a comparison and an analysis of school clubs and nonschool (community) clubs. Briefly reviewing the major conclusions of the study, we found that the nonschool clubs tended to be superior when judged by certain commonly accepted standards of performance. The latter included re-enrollment and length of membership, county camp attendance, and club longevity. With regard to completion, there seemed to be no significant difference between the two types of clubs.

We would like to report on some of the more important implications of this study. In doing so, we wish to point out that the findings are somewhat tentative. Since there have been no comparable studies in other areas, the generality of our conclusions cannot be definitely established as yet. There is also the possibility that differences in statistical performance for example, reenrollments may not necessarily suggest real differences in attainment, by individual members, of 4-H Club teaching-level objectives. A close relationship has generally been assumed, but the evidence is not as yet conclusive.

The second phase of the project, now underway, will attempt to determine relative effectiveness of the

two types of club organization and the relationship between club performance and the attainment by members of 4-H objectives.

What should the findings mean to a county extension worker or State 4-H Club leader? Our analysis indicates that the involvement or integration of a club in its local community is a factor of vital importance for satisfactory club performance. Along with other factors, the year-round residence of the local leader, the visiting of members' homes by local leaders, parental participation in club work, active adult councils, public meetings, and community projects, when taken together are indices of such integration. As shown by many other studies, these factors tend to promote and sustain high quality club work.

The West Virginia study is in full agreement in this respect. The data revealed a close relationship between performance and club-community integration. In other words, clubs with the highest levels of performance also tended to be those with the highest levels of community involvement, using the above indices as a standard. In addition, our findings indicate, at least for the study area, that these traits are much more characteristic of the nonschool type of club. School clubs, on the average, were much less involved in their respective communities when viewed in terms of these club-sustaining factors.

Does this mean the school type of club organization should be aban-

doned? Not necessarily! Much depends on various conditions associated with the particular area. For one thing, supervision of community-type clubs may be more difficult and time consuming than in the case of school clubs. This might be particularly true where the role and function of the agent are not specifically adapted to the nonschool club situation. It is important to consider this factor when contemplating changes in patterns of club organization.

The average enrollment of school clubs in our sample area was slightly greater than that of the nonschool clubs. This might indicate, although inconclusively, that total enrollment might be greater, at least temporarily, where the school type of organization is used exclusively. However, our data suggest that the average size of non-school clubs was quite adequate for satisfactory club work. There is also this matter of quality of work and general performance to be considered. Finally, unless the number of clubs must be restricted, additional non-school clubs can frequently be formed so as to more than match the enrollment in a large school club. Such a procedure would also have the additional advantage of permitting the development of club work to fit the special needs of a community's diverse population.

The status of the public school and the local community situation are also very important factors. Is the school close to the grassroots? Is it a real *community* institution, a focal point of interest and action on the part of community residents? Is the community a living force in the area? In other words, is there a strong we-feeling and a well-developed community spirit? Answers to these and other related questions must be determined before any sound decisions can be made.

Where the school is integrated with the community, where its facilities and influence are appreciated and used by the local citizenry, school clubs will often perform quite satisfactorily, other things being equal. Where the contacts between the school and the parents are limited, however, the school club may be doomed to failure or, at best, a level of performance which is mediocre.

(Continued on page 231)

Program Development Needs Good Seedbed Preparation

G. J. KUNAU, Goodhue County Agricultural Agent, Minnesota

In Goodhue County, programming has gone through many "growing pains" in trying for an effective method of sizing up situations, charting action, and getting accomplishments.

We utilize two kinds of program development, the more formal planning as noted in the annual plan of work, and the informal, in which the agents feel the pulse of farm thinking and from that try to develop a pattern for extension work in a complex rural society.

The latter is like good seedbed preparation for successful crop production. It's our daily relations with organizations, agencies, businesses, and individuals interested in the county's agriculture and the welfare of the farm people. It's what we do to earn the respect and confidence of the public. It's developing local leaders, setting up suborganizations to carry out specific jobs—it's 4-H, home groups, dairy herd-improvement associations, crop improvement associations, watershed committees, neighborhood discussion groups. It is full use of press, radio, television, and listening when people talk about problems, ideas, and suggestions. Only when all these are done well will the formal plan of work succeed.

In our State the county extension committee is responsible for developing the annual program. To insure representative thinking, they appoint a 50-member program planning committee of men, women, and youth, a cross section of the communities' and county's interests. This committee considers the county situation and singles out the problems and areas for extension program emphasis.

They meet for 1 day in March. The county agent, soil conservation agent, home agents, and 4-H Club agent participate. The forenoon is devoted to a brief analysis of current situations affecting the county's agriculture and community life. We share in this presentation with charts, maps, census figures, farm and home management data, and other material that develops the county picture and lays a background for constructive planning. Our State staff prepares a county program planning handbook and outlines the situations and trends in each line of work and provides some visionary thinking to help us set our sights. The handbook also contains many suggestions and an outline for carrying out projects and demonstrations and meetings, though this is not referred to until later in the planning.

Then the large committee divides into subcommittees. Last year we used five: (1) Crops and soils, (2) livestock and poultry, (3) farm business organization, (4) buildings and equipment, and (5) home and family living. Each committee is given a work sheet of their work area and a two-point job assignment: (1) "What are the long term goals for Goodhue County farmers in buildings and equipment? (2) List the immediate needs or problems—what to emphasize in next year's program. After lunch the committees continue for an hour before hearing committee reports. These reports are noted on a blackboard and discussed to decide what should be in the year's program.

The reports make the "skeleton" for the program of work. Work plan development is carried out by follow-

up committees. The home extension committee (25 women) and the home agent work out the home project program; the 4-H Council and young men and women committee plan the youth phase. All who help feel that the program is theirs and assume a responsibility in helping with later meetings, demonstrations, leader training sessions, and publicity.

Obviously, there can be many variations for this planning and ours, too, will vary year to year. The important thing is to get many people, especially local leaders, to think about improving their farming and home-making and to know how Extension can help.

To show how this works and how the county agent and the soil conservation agent coordinate their work, let's follow through the crops and soils phase. Here our followup group is comprised of the elected boards of our three soil conservation districts and the county crop improvement association, the county Agricultural Stabilization and Conservation committee and representatives of farm organizations, the county bankers' association, fertilizer and implement dealers, 4-H and YMW groups, Vo-Ag instructors and Soil Conservation Service farm planners.

They go over the "what and how," each group finding where they can help. Example: The Crop Improvement Association assumes responsibility for the crop variety demonstration plots. Our most effective soil conservation education is done at neighborhood group discussion meetings. Soil conservation district supervisors suggest neighborhoods and key

(Continued on page 231)

We give our people help on health problems because
THEY ASK FOR IT

GERTRUDE HUMPHREYS

State Leader in Home Demonstration Work, West Virginia



Local leaders in Marion County, W. Va., hear a training meeting on "Vitamin A in Family Meals." County home agent, Margaret Rexroad, teaches the lesson, prepared cooperatively with the State extension specialist.

FROM the beginning of West Virginia Extension work, more than 40 years ago, health has been woven into the rural life pattern. In the home demonstration and 4-H Club phases of Extension, health activities have stood out as an important part of each year's design, and have added strength to the entire rural life fabric which has been woven by the people of the State.

Perhaps you are asking: "Why should we in Extension be concerned about rural health? Why don't we stick to agriculture and home economics, and leave health matters to the technically trained professional health workers?"

As members of the Extension Service of a land-grant college, we are charged with the responsibility of giving the people the kind of information and guidance they need to make an intelligent, practical approach to the solution of their problems—the kind of information they can use to achieve for themselves a satisfactory level of living.

When rural people, particularly homemakers, have an opportunity to

check or list the problems that are of greatest concern to them, and on which they would like to have help from Extension, almost invariably health stands at the top, or near the top of the list.

Since it is one of their major problems, and since it cannot be separated from foods, clothing, housing, and other essentials of a good level of living, we feel that we cannot ignore their health problems any more than we can ignore their food problems. We have tried to include in our educational program the basic information which normally belongs in the fields of foods, nutrition, dairying, gardening, clothing, housing, and other agricultural and home economics subjects. When requests come for help on problems that are in the field of health as such, we seek the counsel, guidance, and cooperation of the professional health personnel available. In other words, we try to help people to find sources of the technical information they need.

In recent years, our rural people have expressed concern about the shortage of nurses, the lack of ade-

quate public health services and, in some areas, the lack of doctors. They have wanted to know how to care for illness at home; how to get a doctor when needed; how to prevent accidents in the home and on the highway; how to meet the costs of hospital and medical care; how to have a safe water supply, and how to feed their families to keep them in good health. This recognition by the people of important problems on which they need to work, and on which they are willing to work, is the first essential in building a good extension program.

We have been gratified by this interest in solving health problems, but it presents a real challenge to our West Virginia Extension staff. We have been confronted by health problems that call for study and action. Since we have no health education specialists, nor any staff member who can devote a major part of his time to health work, it has been necessary to share the responsibilities for this phase of our program, just as members of a family share important jobs that do not belong in any individual's regular assignment of duties.

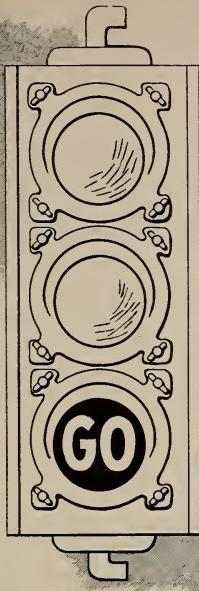
We Call on the Specialist

Through this sharing, and in other ways, we have tried to make our limited health educational resources and efforts as far-reaching as possible. It has been our purpose:

- (1) To enlist the interest and active participation of a large part of our own staff of State and county extension workers.
- (2) To give the best available information and training to the volunteer (lay) leaders—local, county, and State.
- (3) To cooperate with the organizations and agencies whose professionally trained personnel can provide the technical information and assistance needed for a fundamentally sound health and safety program.

As far as our own Extension staff is concerned, the home demonstration workers, State and county, have probably been the most active in health work. Since expressions of the awareness of problems have come largely

(Continued on page 230)



RESPONSIBLE COUNTY COMMITTEES

Consider the merits of
farm and home counseling,
give it the green light. Ninety
families ask to participate.

EXTENSION STAFF,
Oxford County, Maine

MAPPING any program of extension work in Maine is a joint responsibility of the Extension Service and the executive committee of the County Extension Association. So it was no exception that the advice and decision of the committee was sought when farm and home planning, or the unit approach, was first considered as a special extension teaching method for Oxford County.

The executive committee, made up of 10 men and 6 women, leaders in major farm and home activities in the county learned about the method from two specialists and the county extension agents. Invited to attend the executive committee meeting were Mrs. Pauline Lush, home management specialist, and Allen W. Manchester, district agent in farm management.

The county extension agents were Mrs. Ruth DeCoteau, home demonstration agent; Frank W. Hagan, county agent; Eugene P. Hart, assistant county agent; and Mrs. Mary Abbie Kilgore, 4-H Club agent.

By way of introducing the method, the specialists proceeded as they would in a typical initial planning visit and interview with a farm family. First they raised questions of and got replies from committee members as to typical wants of Oxford County farm families. These included more efficient production, more in-

come, security, modern home conveniences, good education for the children, attractive farmstead and grounds, some leisure time, better community spirit, closer ties with the church, and other similar objectives.

The executive committee raised many questions in discussing how these objectives could be obtained. It accepted the idea that farm families, if given encouragement and information, would study their present situations by working closely with Extension agents and plan the next few years of activities with specific objectives and goals in mind.

The name selected for the method for Oxford County was Farm and Home Counseling. The present executive committee is serving as the advisory committee.

The committee felt that full publicity should be given to Farm and Home Counseling in order that all persons wanting to participate in it might have an opportunity to do so.

Carleton Fuller, executive committee member, said, "This method may encourage self-analysis and serve as a teaching aid. A few families becoming active may be the best advertisement." Another member, Philip Andrews, said, "Give the people an opportunity to have it, and others may see the advantages and want it, too."

In organizing themselves to make farm and home counseling available to all in the county who requested the service, responsibility was divided as follows: The home demonstration agent and the assistant county agent were to make initial contacts with enrollees and be primarily concerned with the method throughout. The county agent and his assistant would do their regular extension work plus some farm and home counseling. At least temporarily, much of the regular home demonstration work would be done by a special agent assigned to the county. The club agent would assist by supplying a list of families to whom information on the method could be sent.

By organizing the work in this way, no regular extension project or activity has been discontinued.

Ninety-eight requests for farm and home counseling were received as a result of newspaper publicity and two letters sent to the entire county list of farmers and homemakers. Replies represented 3 percent of the list to whom letters were sent.

In most cases initial visits with the first 50 families to be contacted were made by the home demonstration agent and the assistant county agent together. Definite appointments were made with each family so the members would be prepared to spend the necessary time to discuss the service.

Some repeat calls have been made after initial contacts to assist families having immediate problems. The balance of the enrollees not contacted in the first several weeks of the service have been sent a letter stating they would be reached as soon as possible. If they had immediate problems, they were asked to reply so the agents could arrange to see them at an earlier date.

While the system of carrying on this method in Oxford County is on an individual farm family basis, meetings are held in some counties to handle subjects of common interest before major planning work is done family by family.

Farm and Town Leaders Work Together To Reclaim Their County

REX CARTER, Fayette County Agent, Pennsylvania

ACTUAL and economic scars from deserted coal mines, mining camps, and the coke industry have been difficult to efface from the rural and urban areas of Fayette County in Pennsylvania. For years both urban and farm leaders have recognized the problem and worked with varying degrees of success to build the county into a prosperous community.

A survey was made to determine the assets and liabilities as well as the potentials, and to acquaint the citizens with the problems. Local extension workers have used all the media known to help tell the story of agriculture's needs, and to bring the farm families in closer touch with urban families so that they might cooperate in developing their county.

A crop-improvement association was formed in 1947 to expand the extension agronomy program to include soil management. The soil management field day which this organization arranged has been so successful it has grown into a field fair.

In 1950 an agricultural development council was organized. Composed of 55 members representing organized agriculture, such as the Grange and commodity interest groups, labor, industry and civic

groups, this body worked toward better markets for farm products, higher producing livestock, and recognition for outstanding farmers.

When it became apparent that legal implementation was desirable, the Fayette County Agricultural Improvement Association was incorporated as a nonprofit corporation.

With population dwindling, assessed property values dropping, and no new industry coming in, the towns in Fayette County faced serious economic problems. At first, each of the larger towns established industrial development councils in an effort to attract new industry often at the expense of their neighbors. But finally in 1954, a countywide development council uniting all county communities and representing all economic interests including agriculture was incorporated.

Some important contributions have been made by these organizations. Several hundreds of acres of strip-mined lands have been reclaimed for agriculture and other hundreds of coal-pitted and brush lands have been restored to crops.

Studies are underway to determine market possibilities and to inventory

our agricultural potential. Market news, published semiweekly, is mailed to curb-marketing people, roadside-market owners, and some local retailers. These letters contain information on retail prices and value and quality of produce.

More and more farmers and civic leaders are taking an interest in the development of the agricultural program because, first, they understand the problems better and second, they feel they now have a part, something of themselves, as it were, in the economic future. This is clearly indicated by the fact that attendance at the agricultural development committee meetings these past few years have averaged better than 75 percent of those invited. There are no paid jobs in this organization; all services on the part of local folks have been donated.

On the urban side of the picture, developments have been very favorable to agriculture. Most of the programs of the agricultural development council have been supported by business groups. Most noteworthy has been the farmer recognition program sponsored by the Uniontown Chamber of Commerce.



R. E. Carter observes one of the strip-mining areas where stagnant water forms a hazardous pool. This is the last of about 20 acres to be reclaimed: Right: Livestock Field Day draws 1,500 people.



Erie County's 11,000 Extension Members

Call the Plays on PROGRAM PLANNING

E. HALE JONES
New York Extension Service

PROGRAM PLANNING in Erie County, N. Y., is a year-round effort with an extension team of more than 11,000 members carrying the ball and several hundred local leaders serving as "quarterbacks."

The team has three coaches—County Agricultural Agent John A. Kirkland, Home Demonstration Agent Mrs. Mary Switzer, and 4-H Club Agent John Walker. Wherever possible, the signals are called with an eye toward integrating the interests of agriculture, home, and 4-H.

In most cases, the "three platoon" system is put into operation with the agriculture, home, and 4-H platoon each tackling its own problems. But each platoon has the same goal, more and wider participation in program planning.

The overall policy of each platoon is guided by a seven-member executive committee. In agriculture, there

are 260 committeemen on 24 county committees which do the organizational work for 2,500 members. In home demonstration, about 6,900 rural and urban women are organized into 120 community clubs. There are 1,604 4-H Club members served by 158 volunteer leaders.

Integration success is pointed up at the combined training schools held by 4-H and home demonstration leaders. Also, 4-H Club members seek training and information by attending the county agricultural agents' meetings.

Walker reports that for the past 5 years the 4-H'ers have had project committees in homemaking, dairy, meat animals, saddle horses, vegetable crops, poultry, and conservation. These committees are made up of professional workers and 4-H leaders.

The conservation committee, first to be organized, is composed of the county forester, 2 members of the Soil Conservation district, SCS tech-

nicians, the district game protector and 2 other game protectors, a county 4-H forestry project leader, a county agricultural agent, 3 or 4 older 4-H members who are working in conservation projects, 1 or 2 parents of 4-H members, and a 4-H Club agent.

In agriculture, one of the most productive signals is "discussion 66." This method is used in planning by type of farming or commodity committees in such fields as dairying, poultry, and marketing. Kirkland reports that the planning is broader rather than specific with the aim being to tackle problems rather than specific activities. The large number of people doing the planning, and hence the large commodity committees, led to "discussion 66." This means the commodity committee is divided into several groups each of which meets by itself to consider a phase of the program. Discussion follows their reports, and suggestions from the entire group are used for drafting the county program.

In home demonstration, planning techniques are virtually the same. Suggestions from club members, local leaders, and officers point up the important problems for homemakers. Agents and effective committee members participate in program discussions in clubs and at countywide meetings.

A recent highlight of integration was the merger of the city of Buffalo and Erie County home demonstration organizations into one countywide program. The new executive committee is made up of 4 women from the county and 3 city women. This

(Continued on next page)



Erie Co. poultrymen turn the racks of broilers at broiler roast held annually since 1946. It has led to great popularity of "broiler barbecues."

(Continued from page 227)

merger has resulted in more efficient operation in the county as a whole.

The subcommittees have helped to maintain interest in the agriculture programs. In poultry, three-member subcommittees were appointed and each was responsible for a county-wide poultry meeting. In home demonstration, Mrs. Switzer said that demonstrations and exhibits helped to stimulate interest in new programs.

On this Erie County extension team, people were kept informed through a monthly extension publication, newspaper articles, circular letters, bulletins, exhibits, motion pictures, a weekly television program, and radio. Meetings and farm and home visits are among the other important methods used by the quarterbacks to convey their signals.

In agriculture, the commodity committee members spotlight the problems to be emphasized while in home demonstration work, the executive committee and the home demonstration staff make those decisions. Conferences of agricultural, 4-H, and home demonstration agents are then held to direct the program in such a way that all three platoons benefit.

Suggestions from the State home demonstration leaders' office are set up in a program guide and considered by the home demonstration staff and the executive committee.

In agriculture, there are State committees at Cornell for each important type of farming. The dairy committee, for example, is made up of extension specialists in agricultural economics, animal husbandry, plant breeding, agronomy, agricultural engineering, dairy industry, veterinary medicine, soil conservation, and extension teaching.

The secretary of each type of farming committee is a member of the State leaders' committee. Recommendations from these committees are passed along to the county agents. In this way, the college specialists contribute to the building of sound county programs.

The Erie County team evaluates its program on the basis of progress made in better living, and there has been marked progress over the years in all phases of farming and home life.

MISSOURI PROGRAM

(Continued from page 212)

out the activities to be participated in by all clubs on a countywide basis.

As an incentive to 4-H Clubs, this council presents an award each year to the club doing the best work. Club membership has jumped from 198 members in 1950 to 344 in 1955. A recent county survey shows that 25 percent of the boys and girls between the ages of 10 and 20 who are eligible to enroll in 4-H Clubs are members. Personal visits to the homes of the young people who are not members will soon be made, and invitations to join will be given by 4-H Club members and leaders. Present members will be urged to stay in 4-H Club work.

For the past 2 years, older 4-H members have been participating in a junior leader project and this year these members organized their own Junior Leaders Council. This group meets every 2 months. Some of these junior leaders are members of the regular 4-H council. An award will be given this year to the most outstanding leader in the county at the annual 4-H recognition party.

The success of a county Extension program is measured by the progress made by the people of that county. In Putnam County the people have taken an active interest in planning and participating in the Extension program and have progressed in proportion to that interest.

IN HARDIN COUNTY, IOWA

(Continued from page 213)

of the specific activities in farm and home management. Under the 4-H program there's a problem of helping youngsters select projects that harmonize with family plans and objectives. The recommendations for that project grew from experience in the farm and home development program. The committee has drawn on advice and help from State Extension specialists, through district program planning conferences attended by committee members, and through training conferences for home economists in family living situations.

When the annual program for Hardin County is completed, the people

soon know about it. Key leaders, including bankers, legislators, agency workers and the editors, get copies. The editors play a big part in telling the story. The Extension staff and planning committee tell it, too, every day of the year.

Most of the evaluation of the Hardin County program is done in the area of intangibles. Professional and local leaders can see results of the program on the farms, in the attitudes of the people as well as the growing attendance at meetings and willingness of leaders to work in the program. They don't evaluate it in statistical terms yet. However, a 1952 benchmark survey on farm practices will within the next few years, give them a starting point for some accurate statistical evaluation of just what has been accomplished.

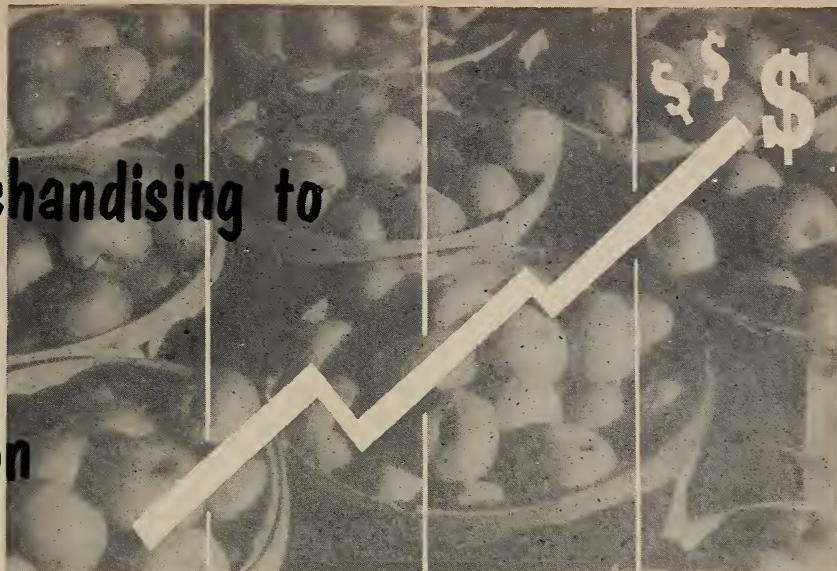
The Hardin County folks say there's already evidence that the farm and home development program is influencing the rest of the program. It requires a coordinated approach, with all the county staff involved. The staff members are finding ways that they can work together more effectively in many other areas of the county program. For example, Herb Allen and Wilbur Molison worked right along with Jane Davis this summer in an outdoor cookery project in the women's program. Many other cases could be cited.

Attending regular extension meetings are many of the farm and home development couples who had never attended such meetings before. These farm and home development cooperators will be a reservoir of enlightened leaders.

Summarizing, farm and home development in Hardin County is an honest-to-goodness part of the total Extension program—not a special project. The county's nine-person program planning committee bears the programming responsibility for it and carefully blends it into the rural program of work, using the maximum help of Extension and local leader resources. With the help of 60 or more local persons this committee brings together the best available thinking on farming, homemaking, and youth problems in the county, and it plans programs that will provide effective solutions to the problems.

NEW HAMPSHIRE
TEACHES THE BASIS OF

A pple Merchandising to Boost Consumption



HENRY W. CORROW, JR.
Associate Extension Editor, New Hampshire

A CRISP, brown apple pie mounted on a slowly spinning pedestal of ripe New Hampshire apples started a flow of apple sales that have kept on increasing every year in New Hampshire grocery stores. This simple attraction getter, developed by Norman F. Whippen, extension marketing specialist, was first used at Laconia, N. H., in 1950. Persuaded by Horace C. Ballard, agricultural agent for Belknap County, a local store used

this attractive display to boost its apple sales in 3 days by 10 bushel boxes, an increase of 50 percent over the previous week. A booklet containing apple recipes was given away with each apple purchase.

The idea caught on all over New Hampshire, spurred on of course by extension workers. In Laconia alone, the next year, 14 retail outlets, chain and independent, working with producers used different apple displays to increase sales an average of 161 percent over predisplay weeks. Three growers who supply the fruit joined the effort to work with retailers on quality and delivery problems. Mrs. Harriet Turnquist, Belknap County home demonstration agent, prepared a new taste-tempting recipe booklet for apple shoppers.

Having succeeded in increasing apple consumption, Extension marketing specialists started a school to give retailers some help in marketing poultry. Working with the Poultry and Egg National Board, Ballard, assisted by the marketing specialists, tried to reach as many poultry retailers as possible. Again Mrs. Turnquist's choice recipes, called "Poultry Platter," were in great demand. One poultryman distributed over 500 copies to his consumers.

Fresh fruit and vegetables took the spotlight the following year when Extension cooperated with the New



Mrs. Zoe Forest, homemaker of Hillsboro County, N. H., removes from the oven a sample of a very popular dessert in this county—apple pie.

Hampshire Independent Food and Grocers Association. Over 40 market men attended the first vegetable and fruit school to learn more about wrapping, displaying, and keeping produce in top condition. Instructors were drawn from the ranks of retailers, extension specialists, and the USDA Research and Marketing Office (New England) at Boston. The final session in the series of five was held in a local store. Another poultry school and a second meeting for apple growers, retailers, and their wives wound up the marketing program for the year.

With this marketing experience behind them, Belknap County extension folks were ready to assist the New Hampshire Planning and Development Commission promote New Hampshire Week. In a big Boston department store, Mrs. Turnquist's apple recipe bulletins were a popular giveaway. The supply of 1,000 was exhausted, and more were supplied as television viewers heard about the offer. An apple map printed in color showing locations of producers' farms was another popular piece.

Spring schools on poultry and meat merchandising ushered in the fifth year of the Belknap County Extension efforts to improve merchandising and increase sales. Demonstrators from the American Meat Institute (*Continued on next page*)

APPLE MERCHANTISING

(Continued from page 229)

assisted, as well as those from the Poultry and Egg National Board. Forty retailers turned out for each school. Beautifying store fronts, use of lighting and display cases, and other means of stimulating buying by making produce attractive were pointed up by a team of equipment dealers, store designers, and retailers.

A packaging school brought tips to Laconia area grocers who were considering changing to self-service in 1955. A booklet on inexpensive meat recipes was requested and produced by Mrs. Turnquist for the grocers' use.

Adding up their score after nearly 6 years of marketing work, County Extension Agents Turnquist and Ballard were amazed at the total number of meetings, schools, and other educational aids they had arranged for retailers, producers, and wholesalers.

The agents give the county committee credit for keeping the marketing undertaking rolling. Four retailers; a woman consumer; Independent Food Grocers Association's executive secretary, James Mahony of Manchester; and State and regional extension marketing specialists assist Mrs. Turnquist and Mr. Ballard in formulating plans for the year's activities.

When the program springs from the retailers themselves, extension agents believe the effort well worthwhile. With 15,000 consumers to service in Laconia and 10,000 from the surrounding lakes region, the producers and retailers have a good market potential right at home.

Farmers are vitally interested in any help that will improve product turnover, retailers in advice that brings satisfied shoppers to their doors daily, and consumers in any means that will help to keep their families easily and economically well fed.

As Ballard says, the original idea was to show both the retailer and producer that for only a few cents invested in merchandising tools, such as displays, they receive more profit and the consumer reaps increased satisfaction.

LEADERS GROW

(Continued from page 216)

that some organization takes over the job of bringing about the desired change.

This gets results. A new county hospital, an improved county health program, rural fire protection, and rural zoning regulations are only a few of the accomplished facts to prove that an effective action program can be built with the people laying the blocks and Extension acting as consulting architect. Grimshaw explained the agent's function this way: "The Extension agent, farm or home, should know his county so well that he has on tap projects which he thinks the people may want to work on. When the agent meets with an advisory group, he listens and talks a little."

The strength of the Clinton County method of program building lies in having all interested persons sitting in at the beginning of the discussions. When majority opinion has jelled and all the organizations have the fact-finding reports, a long lever is in the hands of the action committees. Extension personnel are ready for their cue, to pitch in and help, act as liaison or sparkplug, advise, or assist in the best way to get the job done.



Lester Miller, railroad representative, supervises the loading of some double blue lambs from the Clinton County Lamb Pool.

HEALTH PROBLEMS

(Continued from page 224)

from members of homemakers' groups, it is to be expected that home demonstration workers should assume responsibility for many of the health activities.

The State Extension foods and nutrition specialist has actively promoted an educational program directed toward problems of food habits, lack of essential nutrients in family meals, food preservation, and certain special problems such as weight control. Through the training she has given home demonstration agents, they have been able to take to local leaders and local groups much of the information and help they have requested.

Health Committee Stimulates Action

Other State and county Extension workers have been brought more actively into the health program through an Extension Health Committee appointed by the State director to plan and carry out a statewide 4-H health program each year. This committee includes State supervisors, specialists in agriculture and home economics, county agricultural agents, home demonstration agents, and 4-H Club agents, thus bringing together a cross section of the entire State Extension Service. Specialists who have been particularly active on this committee have been in the fields of foods, nutrition, gardening and dairying.

Agricultural Specialists Do Their Part

The gardening program in West Virginia has made an unusual contribution to the home food supply, and hence to the health of rural families; this program has included also large numbers of part-time farmers and families in mining and urban areas. The dairy program carried through 4-H Clubs and home demonstration groups has done much for the nutrition and health of low-income and part-time farm families as well as for other families throughout the State.

PROGRAM DEVELOPMENT

(Continued from page 223)

farmers interested in calling in their neighbors. The soil agent, Arnold Wiebusch, moderates the discussion and the SCS farm planner assists.

The discussion usually centers around crop production and land use. Soil fertility, erosion, drainage, rotations, adapted varieties, pasture management, hay crop silage, all find their way into the evening round-table. Out of it come requests for soil tests, conservation layouts and a fuller understanding of today's complex farming.

Soil tests made in the University of Minnesota laboratory are returned to the county for the agents' recommendations and are "dooropeners" for work with individual farmers. These tests can lead to questions on crop yields, rotations, conservation practices, livestock programs, feeds, labor, and capital.

Such contacts are often the beginning of a farm and home development program for these families. The approach is gradual and the scope varies with the family's interests and abilities.

OUR COUNTY PROGRAM

(Continued from page 215)

council members give a report of their surveys and answers range from menu planning to making hats. The requests are summarized and discussed as to value, amount of interest and application to current problems. We used the specialists' plans of work and program guides, finally making up a ballot listing four programs. The first year they were:

1. Stretching the family food dollar.
2. Making my first dress.
3. Making the most of my kitchen storage space.
4. Furniture refinishing.

A brief description of each project and space to sign the homemaker's name and address were included on the ballot. Every council member received 25 ballots, or more if she wished, to give to homemakers in her area or organizations. After choosing 2 of the 4 projects listed, the homemaker returned them to the council

member who sent them to my office for tallying.

To stimulate further interest in the program, a public rally was held. A talk by our home management specialist on kitchen floor coverings and display of attractive table setting helped to draw a large audience at both the afternoon and evening meetings. The ballot was explained and each person asked to cast his vote.

On the radio, in the newsletter and newspapers, homemakers were urged to secure a ballot and vote for the year's program. Over 400 persons helped decide on the program. Their choices were stretching the family food dollar and furniture refinishing.

I spent a day at the college discussing plans for leader training meetings with our two specialists involved and our State leader. All of the classes are done on a leader basis with the specialist or me doing the training.

The council members assisted greatly in securing community leaders and finding meeting places in their areas. I gave each council member a list of the qualifications which we had agreed were important for a leader. The first year I called personally on each woman who volunteered, but now the council members call on the prospective leaders and send their names to me. Of the 22 leaders who attended the furniture refinishing classes, 19 taught groups. During the year I attended at least one of each leader's classes and gave assistance wherever necessary.

Classes were arranged from the checklists on the ballots and homemakers invited to classes in their community. Others were notified of the classes through mass media and placed on a waiting list.

Some of our meetings were held in the afternoon, and some in the evening for the businesswomen and young mothers whose husbands could baby sit after work hours. Many of the groups were mixed because both men and women were interested in food budgeting and in furniture refinishing. In some localities urban and rural women attended the same class and seemed to enjoy getting acquainted and learning something about the others' problems.

Some leaders offered to drive 30

miles to teach in an area where leaders were not available. They like to do it. We reached every community in the county with the two programs. In 2 years, we had 4,306 homemakers in our classes.

The interest in home economics extension work continues to grow in Salem County. I believe it will develop further as more homemakers are involved in helping to plan the program, in selecting the programs to be emphasized and in participating by obtaining leaders, being leaders, and enrolling in classes. The more people we have working together and sharing the responsibilities, the more successful our program will be.

SCHOOL 4-H CLUBS

(Continued from page 222)

by normally accepted standards. This situation, unfortunately, may be all too common, particularly in areas where school consolidation has taken place without due regard to community boundaries and relationships. In such cases, our study suggests that the nonschool or community club will generally perform more satisfactorily.

On the other hand, in areas where the community as a whole is weak, where it is characterized by a low level of community consciousness and the absence of community consensus, the establishment and effective operation of a community 4-H Club work may be difficult. Such situations may exist, for example, when communities are undergoing a rapid turnover in the population or are subject to internal conflicts that tend to divide the community.

In Conclusion

Summing up, then, where community ties and community feeling are weak, the school club may have certain advantages. However, where the community is strong and cohesive, where it is a vital force in the lives of the people, the nonschool club organized on a community basis may well be the most effective. Because of the all-too-common separation of school and community we feel that the nonschool type of club organization frequently has much to offer, and should at least be considered whenever a change in organization patterns is contemplated.

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Letters From Readers

I was interested to see insects given so much attention in the Extension Service Review (July 1955), and will add that I think they are worthy of it.

On the other hand I was surprised in reading the article on "Clean Grain," that rodenticides are not included in the "cures." In light of the seizures of wheat reported to date this year, all of them being due to "rodent excreta," it seems logical to give rodent control at least as much emphasis as that of insects. For insect control, the heading stresses five phases of insect control, including three separate uses of insecticides—but for rodent control, there is only one, namely good bin construction. The addition of rodenticides would have put rodent control in proper light.

I'm afraid we would not get far in either rodent or insect control by proper bin construction education only. At the bottom of the second column it is stated "Inform these leaders of *all* practices used to keep grain clean." I have underlined the word "all" to emphasize how the omission of rodenticides would not constitute a complete program.

My comments are made with the hope that future information will not omit a practice so important as that of proper use of rodenticides.—E. H. Fisher, Extension Specialist in Entomology, Wisconsin.

* * * *

I always enjoy the Extension Service Review and find many helpful items in it. There is, however, one question in my mind about the item in the August issue having to do with "Double Duty for Tape Recorder." The caption under the picture reads,

"Burrell Henry, Agent in Calhoun County, Mich., carries his recorder in his car and sometimes uses it while he drives."

Some of our specialists have asked us to rig up their cars to permit dictating while driving. We have refused to sanction the idea of dictating and driving at the same time. If we would sanction it, I am sure we would be severely criticized by our State Highway Patrol.

It is my firm conviction that no man has any business attempting to dictate while driving. To do so is to invite trouble.

It is, of course, not for us to say what other States should do in this connection. However, we would rather not be in the position of having our specialists remind us that the practice has the sanction of the Federal Extension Service.—R. R. Thomasson, Assistant Director, Missouri.

* * * *

Is there a possibility of securing reprints of articles from the Extension Service Review? If so, under what conditions or at what cost?

[Editor's Note: We do not have reprints, but anyone may make them. Extra copies of the Review are available in limited quantities at no cost.]

I would be interested in reprints of "Listen, Our New Agent Is Talking," by Glenn C. Dildine, which appeared in the August 1955, issue. I would like to have it on hand to give to county staffs prior to the time a new and inexperienced agent joined their staff.

The article, "Long Time Goals," by Dorothy Toolet, in the December 1954, issue would be helpful to new agents in program planning.—Edna Sommerfeld, Associate District Supervisor Home Economics, Michigan.

* * * *

Thought you might like to know we're calling attention to your story, "Listen, Our New Agent is Talking," in the August issue of the Extension Service Review, suggesting that all county personnel in the Western District in North Carolina put it in their "hope file" for quick reference when they have new workers coming on the staff. Some of them are adding staff members currently. We're also suggesting the value of same approach in working with volunteer 4-H leaders as it might apply.—G. L. Carter, Jr., Assistant State 4-H Club Leader, North Carolina.



OUR SOILS AND THEIR MANAGEMENT by Roy L. Donahue, Chairman, Department of Agronomy, University of New Hampshire, Durham. The Interstate Printers and Publishers, Danville, Ill. 1955. 446 pp.

Although this book was written primarily for use by vocational agriculture teachers in their class work, it seems to me that it would also be a valuable reference for farmers and ranchers. The author uses an intimate and readable style and has illustrated the book with more than the usual number of good pictures.

An interesting thing about the book is its emphasis on self-help and interpretation which is especially true of the chapters dealing with land and range judging.—W. R. Tascher, Extension Soil Conservationist.